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Nation's Restaurant News



The Weekly Newspaper of the Food-Service Industry

Vol. 21, No. 41

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October 5, 1987



The Berghoff's Chicago street party in full swing.

Oktoberfest Special event fills coffers

**Oktoberfest
time**

The autumnal
event in
Pictures in
the News
Page 4

By Carolyn Walkup

Celebrating a 19th-century European tradition is boosting contemporary fall sales at many U.S. restaurants.

Operators of both German and some non-German restaurants in the United States are using Oktoberfests to promote their food, beer, and *Gemütlichkeit* ("good fun"). Most say they are gaining additional sales and, they hope, future repeat business.

The special events are attracting people of all ethnic backgrounds who like beer, bratwurst, bands, and bois-

terous parties.

Today's festivals are not that different from the first one in 1810, held to celebrate the wedding day of King Ludwig I and his bride, Theresa, in Bavaria.

Then, as now, German beer is the primary beverage served. Today, however, it can be ordered in quantities smaller than a quart, and oxen, which were spit-roasted for the entrée, are no longer served.

In Norfolk, Va., one can find the downtown Omni International Ho-
(See OKTOBERFESTS, page 84)

Liquor liability crisis spurs industry self-help

NRA oks low-cost insurance policies

By Charles Bernstein

WASHINGTON — The National Restaurant Association's board has unanimously approved a comprehensive low-cost liquor insurance liability plan that would be offered to food-service operators throughout the country.

A group called the Consortium of Licensed Beverage Retailers Association (COLBRA) will act as a holding company for the Beverage Retailers Insurance Co.

AmEx launches liquor liability program

American Express has established a liquor liability insurance program for restaurants that accept its charge cards.

Page 92

(BRICO), which will offer the special insurance to members of the NRA and of five other associations, Araserve president John Farquharson of the NRA's executive committee revealed.

Joseph Seagram & Sons will contribute the entire \$12 million of initial
(See LIABILITY, page 92)

Choice gets new lease on life

Revamped buffets rise from defunct Duff's chain

By Ken Frydman

OKLAHOMA CITY — Boasting expeditious line service, a multitude of hot and cold buffet items, and an efficient new management team, the Choice "All You Care To Eat" Smorgasbord operation has risen from the ashes of its moribund franchisor—the 150-unit Duff's Famous Smorgasbord chain.

Nearly three years after Duff's parent company, Kelly-Johnston Enterprises, declared bankruptcy, the nine-unit Choice smorgasbord chain has been resuscitated as a pared-down
(See CHOICE, page 92)



Gary Fletcher, left, Choice president, and Mark Mandelstein, director of operations.

Canteen launches new pizza line

Contract feeder seeks to blunt off-site competition

By Peter J. Romeo

CHICAGO — Canteen Corp. has introduced a signature line of pizzas at its business-and-industry contract-feeding facilities to blunt mounting competition from restaurants.

The nation's second-largest contract feeder will eventually roll out the new Pazzelli's Pizza line to its school-feeding operations as well, said R.L. Ritchie, vice president of food operations.

Besides providing Canteen with an entry into the red-hot pizza market, Pazzelli's has lowered food costs at outlets where it is offered to around 40 percent of sales, Ritchie said. This could yield marketing ad-

Denny's staff cut

TW Services
slashes Denny's
corporate staff to
pay down debt.

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vantages of holding down both menu prices and the subsidies paid by many of Canteen's business-and-industry accounts to offset the costs, he indicated.

"Our costs [overall] are rising. To keep subsidies down, we have to change our product mix instead of just raising menu prices," Ritchie commented.

He cited the new Pazzelli's line as an example of the sophisticated defenses Canteen and its contract-feeding competitors are adopting in the face of blistering lunch-time competition from fast feeders and other restaurant chains.

Ponderosa, Friendly, Bennigan's, Per-
(See CANTEEN, page 92)

FOOD WATCH

Something fishy at food stores

Supermarkets are envious of restaurateurs' successful marketing of seafood entrées. While the National Marine Fisheries Service said Americans ate 14.7 pounds of fish and seafood per person in 1986, market analysts estimate supermarkets account for less than half of sales.

As a result, food stores are fine-tuning their merchandising to attract seafood eaters. For example, one Los Angeles supermarket doubled seafood sales by changing the fish counter from self-service to full-service and calling it "Fisherman's

Bay."

In the Midwest an Ohio food store offered classes on seafood preparation including "healthy-heart cuisine and microwaving for the lazy." A Houston mart even set up an 80-foot seafood display featuring live alligators.

Moreover, supermarkets are battling restaurant take-out by offering prepared items such as stuffed fish and shellfish, marinated seafood, crabcakes, fish roll-ups, chowders, and seafood salads.

—Deane Evans

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Coming in NRN

Watch for these Focus reports:

Catering	Oct. 12
MUFSO wrap-up	Oct. 19
Bakery	Oct. 26
Food courts	Nov. 2
Hotels	Nov. 9
Overseas markets	Nov. 16
Bar Management	Nov. 23
Take-out	Nov. 30
Executive compensation	Dec. 7
Hardee's in-depth	Dec. 14

NEWS DIGEST

Broker assesses sale of Peter Piper, licensee

PHOENIX, Ariz. — Peter Piper Inc., operator of the 114-unit Peter Piper Pizza chain, and Pizza Properties, the system's largest franchisee, have retained Alex. Brown & Sons, the Baltimore brokerage, to evaluate acquisition offers and other means of raising capital for the concerns' owners.

"Peter Piper has reached a stage in its development where we need to give serious consideration to selling or merging, going public, or any other alternative that would help us maintain the kind of growth we have been accustomed to," said Anthony M. Cavolo, Peter Piper's chairman.

Pizza Properties, based in El Paso, Texas, is the operator of 32 franchised Peter Piper Pizza units.

Berkeley bans use of foam containers

BERKELEY, Calif. — In what could be a precedent-setting move, the city council has prohibited the use of plastic-foam food containers by fast feeders and other restaurants here. The containers are often used for restaurants' take-out business.

The ban is believed to be the first of its kind in the United States.

The plastic-foam boxes were outlawed because they release chlorofluorocarbons into the atmosphere, which are damaging the sun-screening ozone layer, according to the council's spokeswoman.

Vicorp taps day care pro as its new president

DENVER — Vicorp Restaurants Inc., operator of the Village Inn and Bakers Square coffee shop chains, has reached outside the restaurant industry to select Robert S. Benson as its new president.

Benson, who has served on Vicorp's board, assumes the presidency from Charles Frederickson, who remains chairman and chief executive.

Benson was previously president and chief executive of Children's World Inc., an operator of children's day care centers.

Index falls 0.5 points

0.5

NEW YORK — The *Nation's Restaurant News* Stock Index fell 0.5 points in the week ended Sept. 25—the fourth straight weekly decline—to 202.2.

The Dow Jones Industrial Average of blue-chip stocks, in a volatile week of trading, was up 45.53 points, closing the week at 2570.17, a rise attributed by analysts to solidifying bond and dollar markets.

McFaddin Ventures led restaurant stocks in percentage price gain, 40 percent, climbing 25 cents from its low for the year to close at 88 cents. Po Folks was the third leading gainer, up 15 percent, to \$2.88. Restaurant Management was the biggest percentage price decliner, down 16.2 percent, to \$7.75.

More financial news, pages 88, 91

BK dumps JWT for Ayer, tests barbecue burger

NEW YORK — Burger King has fired J. Walter Thompson as its ad agency, choosing instead N. W. Ayer to handle its \$200 million domestic account. Ayer beat out JWT and D'Arcy Masius Benton & Bowles after five months of presentations.

Also, in its latest attempt to bolster traffic, Burger King is testing in select markets a new sandwich called the Bull's Eye Barbecue Burger—two burgers, bacon, and barbecue sauce on a hero roll. The product is one of several the fast feeder is testing, according to "Adweek." Burger King would not confirm the report.

General Mills disposes of Leeann Chin's chain

MINNEAPOLIS — General Mills said it had agreed to sell its Leeann Chin's Chinese fast-food restaurants here to founder Leeann Chin and an investor group that includes the principals of Nectary Inc., a nine-unit sandwich chain here.

General Mills closed the Leann Chin's units in Chicago.

The price of the Minneapolis restaurants was not disclosed.

Taco Bell & Little Caesars winners at NRN's 2nd annual EAT awards

LOS ANGELES — Taco Bell and Little Caesars were winners last week in the second annual Excellence in Advertising on Television competition sponsored by *Nation's Restaurant News*.

They were among eight restaurant chains, based on systemwide sales, that received EAT awards at the Multi-Unit Food Service Operators Conference (MUFSO) held at the Century Plaza here.

While other awards recognize television advertising in general, the EAT competition is the only one of its kind to acknowledge television advertising in the food-service industry, where spending on television is expected to surpass \$1.2 billion this year.

Awards were given for both single commercials and campaigns based on creativity, originality, effective use of the medium, and presentation quality.

The contest was run in conjunction with the Television Bureau of Advertising, which supervised judging by a panel of television and media execu-

tives. For best campaigns of chains with more than \$500 million in sales, Irvine, Calif.-based Taco Bell won for a series of spots promoting steak fajitas. They were created by Tracy Locke, Los Angeles.

Little Caesars, a Farmington Hills, Mich.-based pizza chain, won best single commercial in the same category for a 30-second spot entitled "Wisdom," produced by W.B. Doner & Co., Detroit.

Other awards for single commercials went to Dallas-based T.G.I. Friday's (the \$150 million-to-\$500 million category); Phoenix, Ariz.-based Peter Piper Pizza (\$50 million to \$150 million); and The Pasta House Co. of St. Louis (under \$50 million).

T.G.I. Friday's winning entry, a 60-second spot called "Menu," from The Richards Group in Dallas, focused on chefs in the kitchen, working to present what would seem to be fine European-style food to customers of "America's Bistro."

Peter Piper Pizza's winning "Good for You; Good for Me" 30-second commercial was

created by Cramer-Krasselt in Phoenix. The "Great Italian Works of Art" spot that won for The Pasta House Co. was the work of Kenrick Advertising in St. Louis.

Besides Taco Bell, awards for best campaigns went to Omaha, Neb.-based Godfather's Pizza (\$150 million-to-\$500 million category); Newport Beach, Calif.-based Wienerschnitzel's hot-dog chain (\$50 million to \$150 million); and Max & Erma's casual dining restaurants in Columbus, Ohio (under \$50 million).

The winning Godfather's campaign, by J. Walter Thompson in Chicago, for hot-slice pizza, showed a businessman and a secretary having pizza cravings at inconvenient times.

The 30-second spots making up the "Nobody Hot Dogs It Like You Do" campaign for Wienerschnitzel were from Blake, Walls & Associates Inc. of Los Angeles, while Max & Erma's testimonials from well-known customers were created by Brooks Young Communications in Columbus.

PICTURES IN THE NEWS

Oktoberfest time

'Tis the season for Oktoberfests, as restaurants use the annual autumnal event as a promotional tool to lure people looking for beer, bratwurst, and dancing.

Besides beer, Oktoberfest staples include smoked pork chops, pit-roasted chickens, thuringer sausages, potato pancakes, sauerkraut, rye bread, and strudel. For entertainment colorfully costumed oompah bands add some Bavarian flair to the fare.



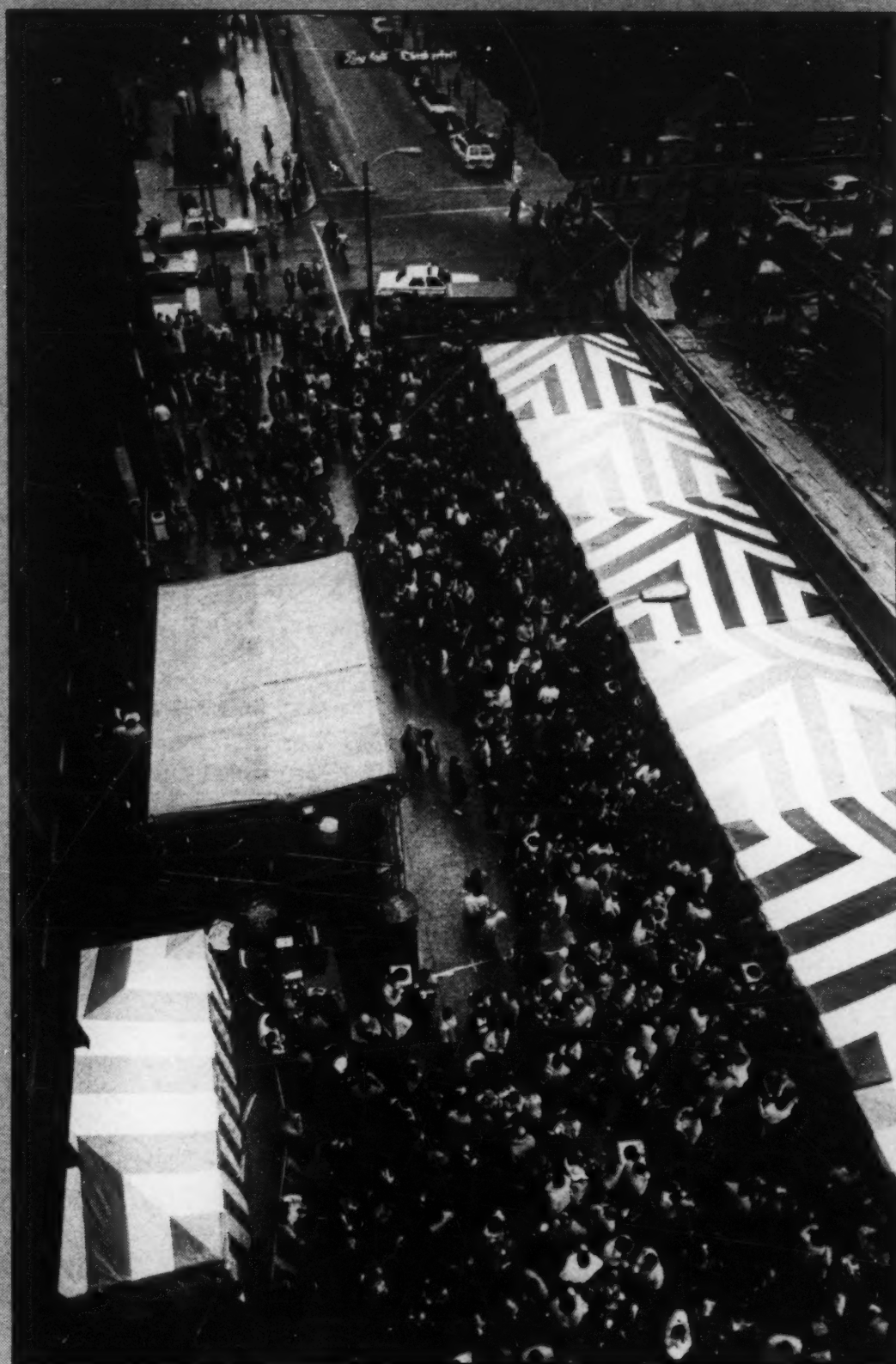
NRN Photo

Steins in hand, band members wearing Bavarian costumes take a break at Glendale, Wis., Oktoberfest.



NRN Photo

Cook grills bratwurst at the outdoors 1987 Oktoberfest in Glendale, Wis.



The Berghoff restaurant's Oktoberfest in Chicago.



NRN Photo

A family eats spit-roasted chickens and spanferkel at Oktoberfest in Glendale, Wis.

Florida governor backs down on advertising tax

By Karen Bruno

TALLAHASSEE, Fla. — In a stunning reversal, Gov. Bob Martinez is convening the Florida Legislature here to repeal a controversial law taxing all advertising in the state.

"The governor did a 180-degree turn," said M.J. Manny Mighdoll, executive president of the Florida Restaurant Association. The governor has publicly acknowledged that the tax was a political and economic mistake.

Much like the tropical storms that blow through parts of the state, the controversial bill has left devastation in its wake as

advertisers reacted angrily by staging a major boycott. The convention business, Florida's largest industry, has suffered.

"The convention business is down considerably, with 75 million to 100 million dollars of future business canceled, according to some estimates," Mighdoll said. "The

Moon over Miami is disappearing

NRN's Charles Bernstein looks at service tax

Page 7

advertising boycott has been effective."

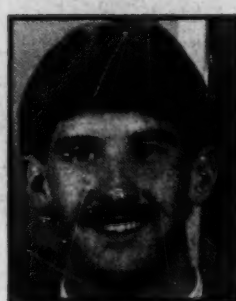
Time Inc. and the National Association of Broadcasters were among the group of 13 or so corporations and trade associations that either canceled meetings or banned future meetings in the state when the bill passed April 23. It has been effective since July 1.

In addition to advertising, the 5-percent tax also affects such services as garbage collection, electricity, and accounting in order to aid school budgets.

"I think the bill will either be repealed or significantly altered. It's going to be a close vote," Mighdoll said.

Ramada honors employee for airline crash rescue

DETROIT — The Ramada Inn hotel chain has honored one of its busboys here for rescuing the sole survivor of the mid-August airline disaster that left 156 people dead.



Thiede

John Thiede, 22, was one of the volunteer firemen who raced to the crash site of Northwest Airlines' flight 255, which had smashed into a highway overpass minutes after takeoff.

Searching through the plane's smoldering remains, one of the fire fighters heard a moan.

Thiede dug through the

wreckage to discover 4-year-old Cecilia Cichan still strapped to her airline seat.

Thiede and others in the rescue party carefully unstrapped the badly burned girl and rushed her to the hospital.

"Many would say John has achieved more during his 22 years than most people accomplish in a lifetime," commented Ramada chairman Richard

Snell. "All of us are extremely proud of his heroic efforts."

At Ramada's annual convention in Las Vegas, Nev., Snell presented Thiede with the Chairman's Employee Performance Award, an honor bestowed on employees for outstanding achievements.

Thiede is a busboy at the Ramada Inn outside Detroit's Metro Airport.

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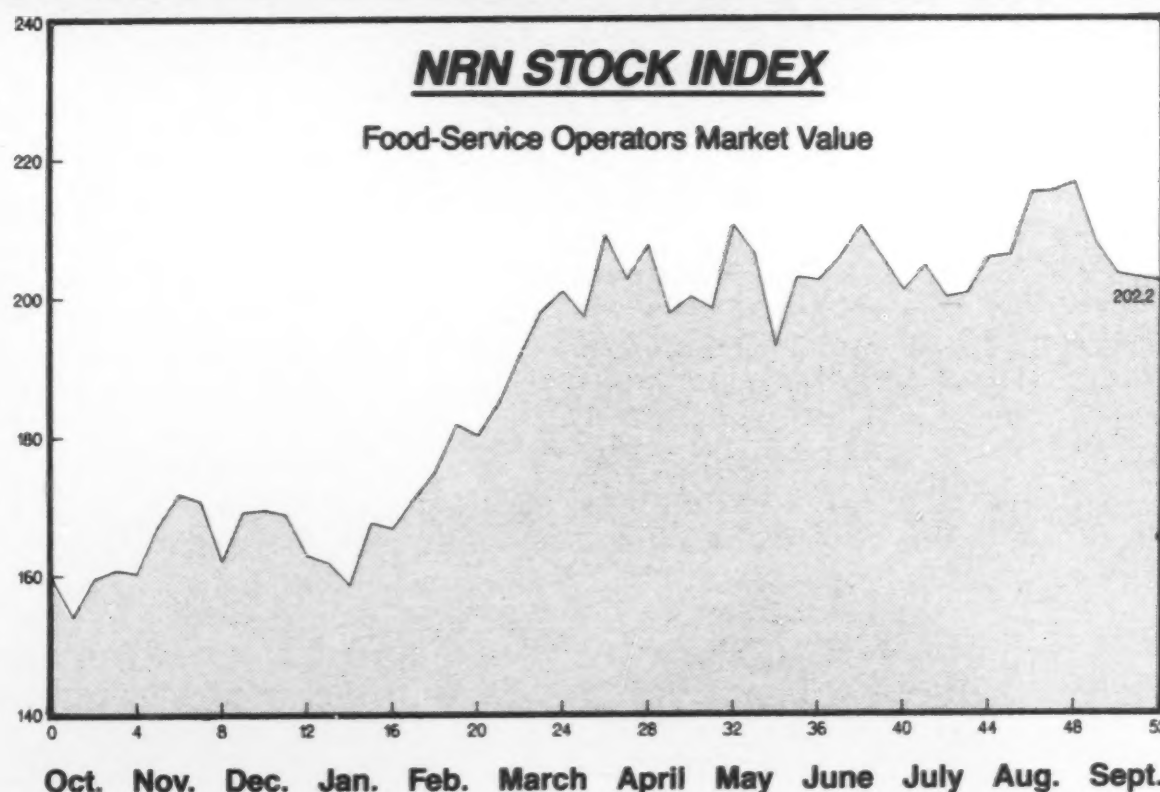
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NRN STOCK INDEX

Food-Service Operators Market Value



Oct. Nov. Dec. Jan. Feb. March April May June July Aug. Sept.

Source: Media General Financial Services

Oct. 28, 1983 = 100

VOLUME TREND LEADERS

Rest Mgmt	647.1	Shoney's Inc	131.6
Intl Dairy Queen a	316.3	TGI Friday's	130.4
Foodmaker	142.9	Ogden Corp	120.6
Ryans Family	138.7	Ark Restaur	120.0
Bridgford Fds	136.5	Pancho Mex Buffet	116.8

TOP PERCENTAGE PRICE GAINERS

McFaddin Ven	40.0	Hershey Foods	11.5
Bridgford Fds	15.2	Reynolds Metal	7.6
Po-Folks	15.0	Vicorp Restaurants	7.3
Flanigan Ents	12.8	Intl Multifood	7.3
Sea Galley	12.5	ConAgra	6.9

TOP PERCENTAGE PRICE LOSERS

Rest Mgmt	-16.2	Family Steak Hou	-10.9
Taco Villa	-15.6	Tyson Food Inc	-10.1
Maverick Rest	-14.3	SIS Cp	-9.1
Foodmaker	-13.6	Taco Viva	-8.3
Ryans Family	-13.3	Old Spag Wrehse	-8.1

All figures represent weekly percentage change

STOCK PRICE														VOLUME				P/E		DIVIDENDS		STOCK PRICE														VOLUME				P/E		DIVIDENDS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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Am Restaurants	50	50	50	.00	.00	3.00	50	0	.00	6	0	NE	.00	.00	00-00-00	Wendys Intl	11.38	10.25	11.00	.75	7.32	13.75	9.50	7,010	8.21	678	1,402	NE	.00	.00	07-09-86	Brook Hotel	9.25	8.88	9.00	.00	.00	11.38	7.63	874	1.29	159	175	NE	.00	.00	06-26-86	Allegheny Bev	14.88	14.50	14.50	-.50	-3.33	15.50	4.75	885	1.08	1,072	177	NE	.00	.00	10-14-86	Alco Standard	27.00	25.63	26.13	.13	.48	30.00	19.19	6,101	1.38	693	1,220	17.2	.64	2.4	08-21-87																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Ark Restaur	4.63	4.38	4.38	-.13	-2.78	6.50	3.25	661	1.98	54	132	NE	.00	.00	00-00-00	Wm Steer	10.00	9.50	9.63	-.38	-3.75	14.25	9.00	13,476	1.41	4,130	2,695	NE	.24	2.5	08-03-87	Club Med	23.50	23.00	23.13	-.38	-1.60	29.25	21.25	166	.12	143	33	NE	.00	.00	08-28-87	Angela	30.63	29.50	30.25	.25	.83	34.38	23.38	1,250	1.34	163	250	15.8	.72	2.4	09-09-87																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Assoc Hosts	11.00	10.63	11.00	.00	.00	11.25	8.00	82	.18	84	16	21.6	.12	1.1	09-08-87	Winns Steer	14.50	13.50	14.00	.50	3.70	17.00	8.81	164	.88	63	33	19.7	.16	1.1	07-16-87	Golden Nugget	13.13	12.75	13.00	.00	.00	13.88	9.13	7,587	2.20	1,891	1,517	NM	.20	.9	08-28-87	Anheuser Bu	38.13	35.50	37.13	1.13	3.13	40.13	24.00	46,022	1.52	6,687	9,204	19.5	.60	1.6	08-04-87																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Bob Evans Fams	19.00	18.75	19.00	.00	.00	21.81	14.41	1,885	.57	449	377	24.1	.22	1.2	09-14-87	Winners Cp	2.88	2.63	2.88	.13	4.55	4.25	2.63	204	.51	80	41	NE	.00	.00	03-10-83	Hilton Hotels	88.00	82.13	87.75	5.50	6.69	91.75	65.25	2,408	.97	562	482	20.1	1.80	2.1	08-31-87	Borden Inc	60.25	55.63	58.38	1.38	2.41	63.88	42.50	9,350	1.27	1,773	1,870	17.9	1.28	2.2	08-03-87																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Bombay Palace	6.75	6.50	6.75	.13	1.89	8.50	4.25	126	.38	121	25	25.0	.00	.00	00-00-00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														</